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2012 Sweets and Snacks China Show Report

Report Categories:

Retail Foods

Snack Foods

Trade Show Evaluation

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Report Highlights:

Summary: Though there was a noticeable decrease in the size of the Sweets and Snacks China Show in 2012, the number of foreign product exhibitors increased compared with last year. Unlike the previous year, there was no separate imported food section as booths carrying imported brands were dispersed and intermixed with domestic brands on the same section and floor. A pavilion of over ten Korean brands prominently stood at the show entrance and was a magnet for traffic. On-site sales demonstrations also helped overseas brands lure consumers to try their new products. European, Russian and East Asian food dominated the imported items that were on display. The number of U.S. exhibitors dropped this year to three as a result of increased competition mainly from Malaysia (on the low end) and European sweets manufactures (on the high end).

General Information:

Show background: Sweets and Snack China Show is a small domestic show that has been growing and improving over the last eight years. The show functions as a sales and networking platform for both local and overseas wholesalers of sweets and snacks, distributors, especially for those who are marketing or producing candies, crackers, cookies and chocolates.

Some overall facts about the 2012 show include:

- Over 8,000 business visitors both from local and overseas reportedly attended the show
- Over 5,000 consumers visited the show on the third day – the consumer fair portion of the show
- New exhibitors came from Ukraine, Russia, Britain, and Turkey
- Other overseas exhibitors were from Germany, Belgium, Malaysia, United States and Italy
- Leading local companies included Yake, Da Baitu, and Xu Fuji, whom also exhibited at the show
- Dessert wines and fresh cherries were also exhibited at the show though they were not the main attraction

A Guangzhou based company exhibiting at the show informed Post that this year the uncertainty of the economy is making consumers more conservative on making large or group purchases. However, overall the sweet and snack business seems to be growing. Locals react well to new brands, features, flavors, and formats of sweets and snacks. This consumer sector is eager to try new things and then promote it within their own social networks. In a sense, sweets consumers tend to be the best multipliers for new products available on the market.

South China's demand for sweets: In 2011, Mainland China imported a total of \$7.8 million in U.S. confectionary and sweets products. South China ports accounted for 45 percent of this import value. While the traditional business trend for brokers in Mainland China is to look for small package formats of drinks, raisins, dried plums, almonds and crackers; conversely, the new trend is for children's packages with creative designs. Child-oriented packages typically sell at a higher price, and according to traders, these are twice as popular as traditional snacks because they specifically aim at appealing to children and China's children are now having a stronger role as sweets brand multipliers and purchasing decision makers.

Other Trends:

- Products claiming to have been made with 100 percent natural ingredients were also a new highlight at the show.
- Savory snacks tend to be more popular than sweet snack generally speaking, but there is greater innovation in sweets than in savory snacks.

- Many exhibitors used the show as a platform to introduce their signature product lines.
- Distributors were looking for new items for the upcoming pre-Chinese New Year season, especially gift packaged items (with Christmas and/or Chinese Spring Festival themes).

Conclusion: Mainland China's sweets and snack food trade is eager to explore new product lines and welcomes innovative packaging. Children are playing a stronger role as consumers and brand multipliers and healthy products always seem to have a captive audience in the Mainland China market. For more information about South China's sweets market please email us at

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